

# ORDER



**Orders**

Order / Rev:	69347
Alt Order #:	/Brad
Product Desc:	
Estimate:	
Flight Dates:	11/01/12 - 11/05/12
Original Date / Rev:	10/31/12 / 10/31/12
Order Type:	GENERAL

**WLYH CW15**

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

**Agency**

Name:	Greer Margolis Mitchell
Buying Contact:	
Billing Contact:	
1010 Wisconsin Ave	
Washington, DC 20007	

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	Obama/D/President
Demographic:	A35+
Product Codes:	Presidential Elections
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	49	\$8,940.00	\$7,599.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	49	\$8,940.00	\$7,599.00	0.00
<b>Totals</b>	<b>49</b>	<b>\$8,940.00</b>	<b>\$7,599.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WLYH CW15	5%	\$8,940.00
Market	100%	\$178,800.00

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$169,860.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	11/01/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	M- TF- -	1:00	2	\$70.00	P-2	0.00	NM	2	\$140.00
N 2	WLYH	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 3	WLYH	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 4	WLYH	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 5	WLYH	11/01/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 6	WLYH	11/01/12	11/05/12		CM	1p-2p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00

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Advertiser: Obama/D/President  
Product Desc: WLYH CW15  
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1p-2p											
				M-F 1p-2p											
N 7	WLYH	11/01/12	11/05/12	M-F 2p-3p	CM	2p-3p	M- TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
				M-F 2p-3p											
N 8	WLYH	11/01/12	11/05/12	M-F 3p-4p	CM	3p-4p	M- TF--	1:00	2	\$160.00	P-2	0.00	NM	2	\$320.00
				M-F 3p-4p											
N 9	WLYH	11/01/12	11/05/12	M-F 4p-5p	CM	4p-5p	M- TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
				M-F 4p-5p											
N10	WLYH	11/01/12	11/05/12	M-F 5p-6p	CM	5p-6p	M- TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00
				M-F 5p-6p											
N11	WLYH	11/01/12	11/05/12	M-F 6p-7p	CM	6p-7p	M- TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
				M-F 6p-7p											
N12	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato	CM	7p-8p	-----S-	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00
				Sa 7p-8p											
N13	WLYH	11/01/12	11/05/12	M-F 7-730p	CM	7p-730p	M- TF--	1:00	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
				M-F 7p-730p											
N14	WLYH	11/01/12	11/05/12	M-F 730p-8p	CM	730p-8p	M- TF--	1:00	4	\$400.00	P-2	0.00	NM	6	\$2,200.00
				M-F 730p-8p											
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00		(\$400.00)	0.00	NM			
			See MG 14.5,14.6,14.7,14.8												
			[Preempted by NSM]												
3	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00		(\$400.00)	0.00	NM			
			See MG 14.5,14.6,14.7,14.8												
			[Preempted by NSM]												
5	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00		\$400.00	0.00	NM			
(M)			MG for 14.3,24.2,26.1,14.1												
			[MG within Flight]												
6	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00		\$400.00	0.00	NM			
(M)			MG for 14.3,24.2,26.1,14.1												
			[MG within Flight]												
7	WLYH	11/01/12-11/05/12	Sat Reg 1		8p-9p		-----Sa--	1:00		\$300.00	0.00	NM			
(M)			MG for 14.3,24.2,26.1,14.1												
			[MG within Flight]												
8	WLYH	11/01/12-11/05/12	Sun Reg 2		8p-9p		-----Su	1:00		\$300.00	0.00	NM			
(M)			MG for 14.3,24.2,26.1,14.1												
			[MG within Flight]												
N15	WLYH	11/01/12	11/05/12	M-F 10p-1030p News	CM	10p-1030p	M- TF--	1:00	2	\$250.00	P-2	0.00	NM	2	\$500.00
			CBS 21 News on CW 15												
N16	WLYH	11/01/12	11/05/12	M-F 1030p-11p	CM	1030p-11p	M- TF--	1:00	2	\$130.00	P-2	0.00	NM	2	\$260.00
			M-F 1030p-11p												
N17	WLYH	11/01/12	11/05/12	M-F 11p-1130p	CM	11p-1130p	M- TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00
			M-F 11p-1130p												
N18	WLYH	11/01/12	11/05/12	M-F 1130p-12a	CM	1130p-12a	M- TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00
			M-F 1130p-12a												
N19	WLYH	11/01/12	11/05/12	Sa 1030p-1130p	CM	1030p-1130p	-----S-	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00
			Sa 1030p-1130p												
N20	WLYH	11/01/12	11/05/12	Sa 1130p-1230a	CM	1130p-1230a	-----S-	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00
			Sa 1130p-1230a												
N21	WLYH	11/01/12	11/05/12	Su 1030p-11p	CM	1030p-11p	-----S	1:00	1	\$140.00	P-2	0.00	NM	1	\$140.00
			Su 1030p-11p												
N22	WLYH	11/01/12	11/05/12	Su 11p-1130p	CM	11p-1130p	-----S	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00
			Su 11p-1130p												
N23	WLYH	11/01/12	11/05/12	Su 1130p-12a	CM	1130p-12a	-----S	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00
			Su 1130p-12a												
N24	WLYH	11/01/12	11/05/12		CM	8p-9p	-----S-	1:00	2	\$300.00	P-2	0.00	NM	1	\$300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		Sat Reg 1													
		Sat 8p-9p													
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
2	WLYH	11/01/12-11/05/12	Sat Reg 1			8p-9p				-----Sa--	1:00	(\$300.00)	0.00	NM	
				See MG 14.5,14.6,14.7,14.8											
				[Preempted by NSM]											
N25	WLYH	11/01/12	11/05/12	Sat Reg 2	CM	9p-10p	-----S-	1:00	1	\$350.00	P-2	0.00	NM		1 \$350.00
				Sat 9p-10p											
N26	WLYH	11/01/12	11/05/12	Sun Reg 2	CM	8p-9p	-----S	1:00	2	\$300.00	P-2	0.00	NM		1 \$300.00
				Sun 8p-9p											
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	WLYH	11/01/12-11/05/12	Sun Reg 2			8p-9p				-----Su	1:00	(\$300.00)	0.00	NM	
				See MG 14.5,14.6,14.7,14.8											
				[Preempted by NSM]											
N27	WLYH	11/01/12	11/05/12	Sun Reg 3	CM	9p-10p	-----S	1:00	1	\$270.00	P-2	0.00	NM		1 \$270.00
				Sun 9p-10p											
N28	WLYH	11/01/12	11/05/12	Big East Football	CM	Various	-----S-	1:00	1	\$140.00	P-2	0.00	NM		1 \$140.00
				Big East Football											
<b>Totals</b>													<b>49</b>	<b>\$8,940.00</b>	